

ABSTRACT OF THE DISCLOSURE

In a broadcasting system including a center and an information broadcast receiving terminal apparatus, contents data of services of each of various data and service additional information in which information relating to these services is described are made in the center. The contents data of services and the service additional information are broadcasted from a service providing apparatus provided in the center. The information broadcast receiving terminal apparatus receives and accumulates the contents data of services and the service additional information therein. When a user of the information broadcast receiving terminal apparatus regenerates the contents data of services and the service additional information to view the program, the information broadcast receiving terminal apparatus provides an additional service on the basis of the service additional information. The service providing apparatus of the center broadcasts coupon indirect information used to issue a coupon, and the information broadcast receiving terminal apparatus of the viewer receives and accumulates the coupon indirect information to issue a coupon.